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Plaintiff SHOEDAZZLE.COM, INC. (hereinafter "ShoeDazzle.com" or "Plaintiff"), by and through its attorneys, hereby respectfully states as follows for its Complaint against ACT II JEWELRY, LLC dba LIA SOPHIA (hereinafter "Act II Jewelry" or "Defendant"), for a declaratory judgment of non-infringement of Defendant's purported trademarks:

NATURE OF THE ACTION

1. This is an action for a declaratory judgment, under the Federal Declaratory Judgments Act, 28 U.S.C. §§ 2201 and 2202, for the purpose of determining an actual question in controversy between the parties with respect to non-infringement of a trademark. The claim alleged herein arises under the Lanham Act, Title 15, United States Code, §§ 1051 et seq.

JURISDICTION AND VENUE

- 2. This Court has jurisdiction pursuant to 15 U.S.C. § 1121, 28 U.S.C. § 1331, and § 1338. The Court also has jurisdiction over this action under the Declaratory Judgment Act, 28 U.S.C. § 2201 and 2201, for the purposes of granting the declaratory relief sought herein.
- 3. This Court has personal jurisdiction over Defendant because, among other things, Defendant conducts or solicits business within this District, has targeted this jurisdiction with the conduct giving rise to this action, and has availed itself of the privilege of doing business in this jurisdiction. On information and belief, Defendant has numerous "Advisors" based in California that promote, market, and sell its jewelry products to California residents through a direct sales business model.
- 4. Venue is proper in this judicial district pursuant to 28 U.S.C. § 1391 because, among other reasons, Defendant conducted or conducts business in this District or a substantial portion of the events giving rise to this action occurred in this judicial district.

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THE PARTIES

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- 5. Plaintiff ShoeDazzle.com is a corporation incorporated under the laws of the State of Delaware, having its principal place of business at 2301 Rosecrans Avenue, El Segundo, California 90245.

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name "lia sophia."

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- 6. On information and belief, Defendant Act II Jewelry, is a limited liability company organized under the laws of the State of Delaware, having its principal place of business at 1325 N. Mittel Blvd., Wood Dale, Illinois 60191. On information and belief, Defendant Act II Jewelry conducts business under the
- 7. Plaintiff does not know the true names and capacities of the Defendants named as Does 1 through 10. Plaintiff will seek leave to amend this Complaint to show the true names and capacities of Doe 1 and the other Doe Defendants when they become known.
- 8. Plaintiff is informed and believes and on that basis alleges that at all times mentioned in this Complaint each of the Defendants, including Does 1-10, was the agent or principal or both for one another, and was acting within the scope of such agency when engaging in the conduct alleged in this Complaint.

GENERAL ALLEGATIONS

- Since 2009, Plaintiff ShoeDazzle.com has operated a popular 9. ecommerce website engaged in the marketing and sale of footwear, apparel, and accessories on www.shoedazzle.com.
- 10. Upon information and belief, Defendant owns and operates the online website www.liasophia.com, which is engaged in the promotion, marketing, and direct sales of jewelry through what it calls "Advisors" or "Jewelry Advisors." An "Advisor" hosts jewelry parties where the "Advisor" brings friends together to promote and sell the jewelry.
- 11. On information and belief, Defendant is the registered owner of U.S. Trademark Registration No. 3,193,032 for the mark "LIA SOPHIA" and

Trademark Registration No. 2,952,808 for the mark "LIA SOPHIA SHARE THE LOVE OF JEWELRY," both for jewelry in International Class 14 ("Defendant's Marks").

- 12. Upon information and belief, Defendant's use of Defendant's Marks is limited solely to the promotion of jewelry, not footwear or apparel.
- 13. On or about January 10, 2013, Plaintiff ShoeDazzle.com filed with the United States Patent and Trademark Office ("USPTO") a Section 1(b) intent-to-use Trademark Application for the mark "SOPHIA & LEE" for footwear in International Class 25, Application Serial No. 85/820434 ("Application"). The USPTO published the Application for opposition on March 26, 2013.
- 14. On April 24, 2013, Defendant filed an Opposition to Plaintiff's Application with the USPTO's Trademark Trial and Appeal Board, claiming that Plaintiff's proposed "SOPHIA & LEE" mark was confusingly similar to Defendant's Marks.
- 15. On or about October 30, 2013, counsel for Defendant and counsel for Plaintiff discussed Plaintiff's Application via telephone conference. Plaintiff's Counsel asked Defendant's counsel whether Defendant objected to Plaintiff's registration of the proposed SOPHIA & LEE mark, use of SOPHIA & LEE or both. On November 7, 2013, Defendant's counsel informed Plaintiff's counsel via email that his "client objects to both the use and registration."
- 16. On December 4 and December 6, 2013, Plaintiff's counsel had several conversations with Defendant's counsel. On those phone calls, Defendant's counsel stated that Defendant considered Plaintiff's use a "matter of infringement" and implied that Defendant would not wait for the Trademark Trial and Appeal Board to resolve the dispute.
- 17. Since approximately early August 2013, ShoeDazzle.com has used SOPHIA & LEE on its website to promote the sale of footwear, but not of apparel or accessories.

CLAIM FOR RELIEF

Declaratory Relief - No Infringement of Trademark

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18. ShoeDazzle.com realleges and incorporates by this reference each and every allegation in paragraph 1 through 17 of this Complaint.

19. In light of Act II Jewelry's threats and assertions, ShoeDazzle.com has a reasonable apprehension that Act II Jewelry will file suit against ShoeDazzle.com for alleged trademark infringement under the Lanham Act, 15 U.S.C. §§ 1114, 1125 or other applicable law(s). At a minimum, under the current circumstances, there is a substantial controversy between ShoeDazzle.com and Defendant with adverse legal interests, of sufficient immediacy and reality to warrant the issuance of a declaratory judgment—in short, there is an actual case or controversy between the parties.

- 20. ShoeDazzle.com denies any and all claims of liability for such alleged violations of Act II Jewelry's trademark rights. ShoeDazzle.com has not used, and does not use SOPHIA & LEE mark in any manner that is likely to cause confusion or mistake, or to deceive the consuming public as to the source or origin of its product and/or services, nor has it engaged in any acts that give rise to trademark infringement or other liability under 15 U.S.C. §§1114, 1125 or other applicable law(s).
- 21. Further, ShoeDazzle.com has not used, and does not use SOPHIA & LEE in any manner that is likely to cause confusion, mistake, or to deceive the consuming public as to the affiliation, connection, association, origin, sponsorship or approval of its product and/or services, nor has it engaged in any acts that give rise to liability under 15 U.S.C. §1125 or other applicable law(s).
- 22. An actual, justiciable controversy exists between the parties with respect to ShoeDazzle.com' alleged liability under 15 U.S.C. §§ 1114, 1125 or other related or similar provisions of law.
 - 23. A judicial declaration pursuant to §§ 2201 and 2202 of Title 28 of the

UNITED STATES DISTRICT COURT

for th

Central District of California

california Corporation))
·))
Plaintiff(s) V.	Civil Action Mass
ACT II JEWELRY, ELG dba LIA SOPHIA a Delgware Corporation and DOES 1 Through 10,	Civil Action CV13-09068-1
Defendant(s)))
SUMMONS IN A	A CIVIL ACTION
To: (Defendant's name and address) Act II Jewelry, LLC 1325 N. Mittel Bivd, Wood Dale, Illinois 60191	
A lawsuit has been filed against you.	
Within 21 days after service of this summons on you are the United States or a United States agency, or an officer P. 12 (a)(2) or (3) — you must serve on the plaintiff an answ the Federal Rules of Civil Procedure. The answer or motion whose name and address are: James Lee Enoch Liang LEE TRAN LIANG & WANG 601 S. Figueroa Street, Suite Los Angeles, California 9001	rer to the attached complaint or a motion under Rule 12 of must be served on the plaintiff or plaintiff's attorney, LLP
If you fail to respond, judgment by default will be en You also must file your answer or motion with the court.	itered against you for the relief demanded in the complaint.
	· ·
·	CLERK OF COURT
Date DEC - 9 2013	May 7 Hay Carlo
	Signature of Clerk or Department
•	100 mm
AO 440 (Rev. 06/12) Summons in a Civil Action (Page 2)	
Civil Action No.	
PROOF OF	SERVICE
(This section should not be filed with the co	urt unless required by Fed. R. Civ. P. 4 (1))
This surrimons for (name of individual and title, if any)	
was received by me on (date)	
☐ I personally served the summons on the individua	1 at (nloca)
	on (date)
☐ I left the summons at the individual's residence or	usual place of abode with (name)
on (date) , and mailed a copy to	on of suitable age and discretion who resides there, the individual's last known address; or
☐ I served the summons on (name of individual)	
designated by law to accept service of process on bel	malf of (name of organization), who is
	On (date) ; or
☐ I returned the summons unexecuted because	; or
☐ Other (specify):	
My fees are \$ for travel and \$	for services, for a total of \$0.00
I declare under penalty of perjury that this information	ı is true.
Date:	
	Server's signature
	•

Printed name and title

Server's address

Additional information regarding attempted service, etc:

AO 440 (Rev. 06/12) Summons in a Civil Action (Page 2)

Civil Action No.

PROOF OF SERVICE

(This section should not be filed with the court unless required by Fed. R. Civ. P. 4 (l))

		ne of individual and title, if any	·)					
was red	ceived by me on (date)		·					
	☐ I personally served	the summons on the indi-	vidual at (place)					
		; or						
	☐ I left the summons at the individual's residence or usual place of abode with (name)							
			a person of suitable age and discretion who res	sides there,				
	on (date), and mailed a copy to the individual's last known address; or							
	☐ I served the summons on (name of individual) designated by law to accept service of process on behalf of (name of organization)							
	•	•		; or				
		on (date)						
	☐ I returned the sumn		; or					
	☐ Other (specify):							
	My fees are \$	for travel and \$	for services, for a total of \$	0.00				
	I declare under penalty of perjury that this information is true.							
Date:		_						
			Server's signature					
		_	Printed name and title					
		_	Server's address					

Additional information regarding attempted service, etc:

Case 2:13-cv-09068-MRW Document Filed 12/09/13 Page 9 of 11 Page ID #:17 UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

I. (a) PLAINTIFFS (CI	neck box if you are rep	presenting yourself ()	DEFENDANTS	(Check box if you are rer	presenting yourself [7] 1.		
ShoeDazzle.com, Inc.		ب د د		DEFENDANTS (Check box if you are representing yourself) Act II Jewelry, LLC dba lia sophia and DOES 1-10			
(b) County of Residen	ce of First Listed Pla	intiff Los Angeles	County of Resid	County of Residence of First Listed Defendant			
(EXCEPT IN U.S. PLAINTIFF CA	SES)	- mov.tv		(IN U.S. PLAINTIFF CASES ONLY)			
(c) Attorneys (Firm Non representing yourself, pr James Lee, Enoch Llang LEE TRAN LIANG & WANG L 601 S. Figueroa Street, Suite	oyide the same inford LP	nation.	Attorneys (Firm N representing your	Name, Address and Telephone rself, provide the same infor	Number) If you are nation.		
II. BASIS OF JURISDI	CTION (Place an X in	one box only.)	CITIZENSHIP OF PI	RINCIPAL PARTIES For DI	Versity Cases Only		
1. U.S. Government Plaintiff	3. Federal Governme	Question (U.S. nt Not a Party)	en of This State	ox for plaintiff and one for de orf DEF lncorporated or of Business in th 2 2 Incorporated an	efendant) Principal Place PTF DEF Is State 4 4 4		
2. U.S. Government Defendant	4. Diversity of Parties ir		zen or Subject of a	of Business in Ar	oother State		
IV: ORIGIN (Place an X in one box only.) 1. Original 2. Removed from Appellate Court Appellate Court Reopened District (Specify) 5. Transferred from Another District Litigation							
V. REQUESTED IN CO	MPLAINT: JURY D	EMAND: Yes 🔀 N	No (Check "Yes" o	nly if demanded in comp	laint.)		
CLASS ACTION under	·	Yes 🗙 No	MONEY DEMA	INDED IN COMPLAINT:	Ś		
VI. CAUSE OF ACTION	(Cite the U.S. Civil Statu	ite under which you are filing a	and write a brief stateme	nt of cause. Do not cite jurisdic	7(lonal statutes unless diversity)		
Declaratory Judgment of No	on-Infringement of Trade	∌mark		,			
VII. NATURE OF SUIT	(Place an X in one b	ox only).					
OIHERSTATUTES	CONTRACT	Carlo	MGRATION:	8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8 8			
375 False Claims Act	110 Insurance	240 Torts to Land	462 Naturalization	PRISONER PETITIONS 28 Habeas Corpus:	PROPERTICALISME		
400 State Reapportionment	☐ 120 Marine	245 Tort Product	☐ Application	463 Alien Detainee	820 Copyrights 830 Patent		
410 Antitrust	130 Miller Act	Liability 290-All Other Real	465 Other Immigration Actions	510 Motions to Vacate Sentence	×i 840 Trademark		
430 Banks and Banking	140 Negotiable	Property CRIS	CORTS	530 General	SOCIAL SEGURITATION		
450 Commerce/ICC	150 Recovery of	PERSONAL INJURY	PERSONAL PROPERTY 3	535 Death Penalty	861 HIA (1395ff)		
460 Deportation	Overpayment & Enforcement of	310 Airplane	371 Truth in Lending	OHer:	☐ 862 Black Lung (923)		
470 Racketeer Influ-	Judgment	Product Liability	380 Other Personal	540 Mandamus/Other 550 Civil Rights	863 DIWC/DIWW (405 (g))		
enced & Corrupt Org.	151 Medicare Act	320 Assault, Libel &	Property Damage	555 Prison Condition	864 SSID Title XVI		
480 Consumer Credit 490 Cable/Sat TV	152 Recovery of Defaulted Student	1 3305-35-1	385 Property Damage Product Liability	L Seo Civil Detainee	865 RSI (405 (g))		
850 Securities/Com-	Loan (Excl. Vet.)	1. HIGOHILY MAN	BANKKUPTGYZ	Continement	870 Taxes (U.S. Plaintiff or		
modities/Exchange	153 Recovery of Overpayment of	345 Marine Product	422 Appeal 28 USC 158	FORFETTUHE/RENAVTY 88 [→ Defendant)		
890 Other Statutory Actions	Vet. Benefits 160 Stockholders	350 Motor Vehicle	423 Withdrawa! 28 USC 157	Selzure of Property 21	371 IRS-Third Party 26 USC 7609		
891 Agricultural Acts	Suits	355 Motor Vehicle	GIVILRIGHTS				
☐ 893 Environmental Matters	190 Other Contract	Product Liability 2500 Other Personal	440 Other Civil Rights	PAROR			
B95 Preedom of Info.	195 Contract	Injury 362 Personal Injury	441 Voting	710 Fair Labor Standards			
896 Arbitration	Product Liability	☐ Med Malpratice ☐	442 Employment	720 Labor/Mgmt.			
_	☐ 196 Franchise REAL PROPERTY	☐ 365 Personal Injury-☐ ☐ Product Liability	443 Housing/ Accomodations	Relations 740 Railway Labor Act			
899 Admin. Procedures Act/Review of Appeal of	7 210 Land	367 Health Care/ Pharmaceutical	445 American with Disabilities-	751 Family and Medical			
Agency Decision	Condemnation 220 Foreclosure	Personal Injury Product Liability	Employment 446 American with	Leave Act 790 Other Labor			
950 Constitutionality of State Statutes	230 Rent Lease &	368 Asbestos	Disabilities-Other	Litigation			
	Ejectment	Personal Injury	448 Education	791 Employee Ret. Inc. Security Act			
OR OFFICE USE ONLY:	Case Number		QAHQI		*****		

Case 2:13-cv-**09006@plyffairies District et Quirt, Feient RIAZ/OS/TIRS CTFORGEA LIBORNIA** Page ID #:18 CIVIL COVER SHEET

VIII. VENUE: Your answers to the questions below will determine the division of the Court to which this case will most likely be initially assigned. This initial assignment is subject to change, in accordance with the Court's General Orders, upon review by the Court of your Complaint or Notice of Removal.

Question A: Was this case removed fro	is case removed from STATE CASE WAS PENDING IN THE COUNTY OF:					INIT	INITIAL DIVISION IN CACD IS:		
Yes X No		Los Angeles					Western		
If "no, " go to Question B. If "yes," check th	ne V	entura, Santa Barbara, or San	Luis Obisp	0		Western			
box to the right that applies, enter the corresponding division in response to		range				Southern			
Question D, below, and skip to Section IX.		iverside or San Bernardino					Eastern		
Question B: Is the United States, or one of its agencies or employees, a party to this action? Yes No If "no," go to Question C. If "yes," check the box to the right that applies, enter the corresponding division in response to Question D, below, and skip to Section IX.		A PLAINTIFF? Then check the box below for the county in which the majority of DEFENDANTS reside. Los Angeles Ventura, Santa Barbara, or San Luis Obispo Orange		A DEFENDANT? Then check the box below for the county in which the majority of PLAINTIFFS reside. Los Angeles Ventura, Santa Barbara, or San Luis Obispo Orange		county in seside.	INITIAL DIVISION IN CACD IS: Western Western Southern		
	Ri	iverside or San Bernardino		Riv	erside or San Bernardino		Eastern		
	_ o	ther		Other			Western		
(Make only one selection per row) Indicate the location in which a majority of plaintiffs reside: Indicate the location in which a majority of defendants reside:	A. s Angeles County	B. Ventura, Santa Barbara, or San Luis Obispo Counties	C. Orange C	County	D. Riverside or San Bernardino Counties	The state of the s	E. de the Central t of California	F. Other	
Indicate the location in which a majority of claims arose:	×	Ш	L	J					
C.1. Is either of the following true? If so, check the one that applies: 2 or more answers in Column C only 1 answer in Column C and no answers in Column D Your case will initially be assigned to the SOUTHERN DIVISION. Enter "Southern" in response to Question D, below. If none applies, answer question C2 to the right.			C.2. Is either of the following true? If so, check the one that applies: 2 or more answers in Column D only 1 answer in Column D and no answers in Column C Your case will initially be assigned to the EASTERN DIVISION. Enter "Eastern" in response to Question D, below. If none applies, go to the box below.						
		Your case will in WES' Enter "Western" in r	TERN DIVIS	ION.					
Question D: Initial Division?					INITIAL DIVIS	SION IN CAC	D		
Enter the initial division determined by Question A, B, or C above:			WESTERN						

Case 2:13-cv-0900680\9FA\TES DISTRICTECQUIRT,FCENTRAL/095183CTFOEGAUEQFNIA Page ID #:19 CIVIL COVER SHEET

X(a). IDENTICAL CASES: Has this action been previously filed in this court and dismissed, remanded or closed?								
If yes, list case numb	er(s):							
X(b). RELATED CASES: Have any cases been previously filed in this court that are related to the present case? NO YES								
If yes, list case number(s):								
Civil cases are deemed related if a previously filed case and the present case:								
(Check all boxes that apply	y) A. Arise from the same or closely related transactions, happenings, or events; or							
	B. Call for determination of the same or substantially related or similar questions of law and fact; or							
C. For other reasons would entail substantial duplication of labor if heard by different judges; or								
D. Involve the same patent, trademark or copyright, and one of the factors identified above in a, b or c also is present.								
X. SIGNATURE OF ATTORNEY (OR SELF-REPRESENTED LITIGANT): DATE: December 9, 2013								
Notice to Counsel/Parties: The CV-71 (JS-44) Civil Cover Sheet and the information contained herein neither replace nor supplement the filing and service of pleadings or other papers as required by law. This form, approved by the Judicial Conference of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed out is used by the Clerk of the Court for the purpose of statistics, venue and initiating the civil docket sheet. (For more detailed instructions, see separate instructions sheet).								
Key to Statistical codes relating to Social Security Cases:								
Nature of Suit Code	Abbreviation	Substantive Statement of Cause of Action						
861	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))							
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Hea	alth and Safety A	ct of 1969. (30 U.S.C.				

All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405 (g))

All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.

All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405 (g))

All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended.

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(42 U.S.C. 405 (g))